

# MERCHANDISING PLAN

Presented by  
WARNER BROS. PICTURES Inc.  
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contained herein.

## MARIAN MARSH

in her first starring role

## UNDER EIGHTEEN

with

WARREN WILLIAM  
ANITA PAGE  
REGIS TOOMEY

Norman Foster, Joyce Compton

Screen play and dialogue by  
Charles Kenyon and Maude Fulton

Directed by ARCHIE MAYO

Ass't Director..... Ben Silvey  
Cameraman..... Sid Hickox  
Art Director..... Esdras Hartley  
Film Editor..... George Marks



Cut No. 11 Cut 15c, Mat 5c  
Warren William in "Under Eighteen"  
A Warner Bros. & Vitaphone Production



Cut No. 10 Cut 15c, Mat 5c  
Marian Marsh in "Under Eighteen,"  
A Warner Bros. and Vitaphone Production

### Editor's Note:—

With this MERCHANDISING PLAN, Warner Bros. relegate press sheets, press books and campaign books to the dim, but glorious past. They served their purpose in their day, but are wholly inadequate in our day. Ours is an age of merchandising and this is our plan for merchandising Marian Marsh's first starring picture "Under Eighteen."

Comments, suggestions and ideas are welcome!



# What You Should Know About Marian Marsh in "Under Eighteen"

## The Story

(A Brief Synopsis)

Marge Evans, seventeen, a flower of the tenements, vaguely longs for love and luxury while meagerly supporting her widowed mother and herself by working in a fashionable modiste shop. Urged by an older sister to help her raise money for a divorce, Marge appeals without success to her own workingman sweetheart, Jimmie. Determined to get the money at any sacrifice, she goes impulsively to Raymond, a rich play boy, arriving in the midst of a wild party. Raymond, touched by the girl's innocence, is warning her against her foolhardiness, when Jimmie comes in a rage. Marge refuses to leave with her lover, but returns to her own home alone later, in tears. Jimmie manages to get the money and is handing it over to Marge when a messenger comes from Raymond with a check and his best wishes for their happiness.

## Brief Biographies Of The Leading Players

### MARIAN MARSH

Schoolgirl Star—Climaxes first screen year—during which she was leading lady to John Barrymore in "Svengali"; to Edward G. Robinson in "Five Star Final"; to William Powell in "The Road to Singapore"; and to Mr. Barrymore in "The Genius"—by appearing in "Un-

### NORMAN FOSTER

On screen in "Young Man of Manhattan," "Love at First Sight," "It Pays to Advertise," "The Limit," "Men Call It Love," "Up to the Devil" and "Confession."



Marian Marsh

Cut No. 15 Cut 10c, Mat 5c



Warren William

Cut No. 16 Cut 10c, Mat 5c

### WARREN WILLIAM

Leading man of Broadway stage seen in "Twelve Miles Out," "Let Us Be Gay," "Those Who Love" and "The Vinegar Tree." Most promising screen recruit of the year, seen recently in "Expensive Women" and "Honor of the Family." Born in Aitkin, Minnesota.

### REGIS TOOMEY

Broadway stage favorite in "Rose Marie," "Is Zat So," "The Fall Guy," "Little Nellie Kelly," "So This Is Love" and "Hit the Deck." Screen success in "Alibi," "Wheel of Life," "Illusion," "Street of Chance," "Other Men's Women," "Finn and Hattie," "Scandal Sheet," "Kick In," and "The Finger Points." Born in Pittsburgh, Pa.

### ANITA PAGE

On screen in "Broadway Melody," "Flying Fleet," "Protection," "Our Modern Maidens," "Speedway," "Navy Blues," "Free and Easy," "Caught Short," "Our Blushing Brides," "Little Accident," "The Easiest Way," "Gentleman's Fate" and "Reducing." Born in Flushing, Long Island.

### JOYCE COMPTON

On screen in "High Society Blues," "Sky Hawk," "Wild Company," "Lightnin'," "Three Girls Lost," "Not Exactly Gentlemen," "Annabelle's Affairs," "Women of All Nations" and "Up Pops the Devil."

### J. FARRELL MacDONALD

Eighteen years on the stage. On screen as actor and director. Among many pictures are "Truth About Youth," "Easiest Way," "The Millionaire," "Maltese Falcon," "Other Men's Women," "Spirit of Notre Dame," and "Touchdown." Born in Waterbury, Conn.

### ARCHIE MAYO

(Director) Has created many screen hits among them being "My Man," "Sonny Boy," "The Sap," "Is Everybody Happy," "The Sacred Flame," "Vengeance," "Wide Open," "Courage," "Doorway to Hell," "Oh, Sailor Behave," "Illicit," "Svengali" and "Under Eighteen." Born in New York City.

## Cast of Characters

MARGE EVANS, Poor girl who longs for 'life'	MARIAN MARSH
JIMMIE, Her sweetheart	REGIS TOOMEY
RAYMOND, Rich playboy	WARREN WILLIAM
SOPHIE, Marge's older sister	ANITA PAGE
MRS. EVANS, Marge's mother	EMMA DUNN
SYBIL, Modiste model	JOYCE COMPTON
POP EVANS, Marge's father	J. FARRELL MacDONALD
MISS GRAY, Saleslady	JUDITH VOSSELLI
ALF, Sophie's husband	NORMAN FOSTER
ELSIE, Lives well on nothing	DOROTHY APPLEBY
MRS. GED Landlady	MAUDE EBURNE
BABSY Actress protegee of Raymond	CLAIRE DODD
FRANCOIS Keeper of gown shop	PAUL PORCASI
LUCILLE Modern girl	MARY DORAN
WALTERS Everyday person	MURRAY KINNELL
GREGG Man about town	WALTER McGRAIL

## PROGRAM PORTRAITS

## Salient Selling Points

Presentation of Marian Marsh as a full-fledged star should be a big event in any locality. Miss Marsh probably has received more publicity in the last few months than any other player on the screen. Her role in "Five Star Final" increased her fan following by millions. Her name is box-office.

Warren William, who recently scored in "Honor Of The Family" is another player with tremendous box-office power.

Don't overlook the supporting cast of Anita Page, Regis Toomey, Norman Foster, Joyce Compton and J. Farrell MacDonald who achieved recent prominence as Knute Rockne in "The Spirit Of Notre Dame" and "Touchdown."

Summing up your sales angles, you have Marian Marsh as a new star; a powerful supporting cast; a modern popular theme; and a picture that is BIG!

MERCHANDISE IT WITH A MERCHANDISING CAMPAIGN!

## Official Billing

(Use the following Percentages On All Advertising)

Warren William	75%
in	
"UNDER EIGHTEEN"	75%
with	
Warren William	75%
Regis Toomey	40%
Anita Page	40%
Norman Foster	10%
Joyce Compton	5%
Screen Play and Dialogue	
Charles Kenyon and Maude Fulton	2%
A Warner Bros. and Vitaphone Production	40%

## Running Time

7376 feet  
81 minutes

## IMPORTANT

There is only one official trailer on this picture. You can get it only from your Warner Bros. exchange. It was produced at Warner Bros. studio in Burbank, California with the same production efficiency that made the feature itself.

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## We Suggest The Following Vitaphone Short Subjects For A Balanced Program

### A BIG STAR COMEDY

featuring one of the popular Broadway stars, such as Harry Richman, Phil Baker, Walter O'Keefe, Dr. Rockwell, Fred and Adele Astaire, William and Joe Mandell, Fanny Watson and Thelma White. (Each 2 Reels).

and/or

### RUTH ETTING,

famous Ziegfeld Follies star in a "Broadway Brevity." (2 Reels).

and/or

### A LOONEY TUNE.

Inimitable song cartoon with Bosko. (1 Reel).

and/or

### A MELODY MASTER

band short. Peppy, zippy song stories with the country's most popular orchestra leaders. (1 Reel).



# Your Pre-Opening Publicity Campaign Day By Day

## First Story

Manager .....of the.....Theatre announces .....next as the opening date for "Under Eighteen," the Warner Bros. and Vitaphone production which is the first starring vehicle for seventeen-year-old Marian Marsh, most notable screen discovery of the year.

Miss Marsh, who is known wherever pictures are shown, was a Los Angeles schoolgirl less than twelve months ago. An older sister brought her to the studios for a test which proved satisfactory. Nothing exciting happened, however, until John Barrymore, then looking for a leading lady for his "Svengali," chose the tiny blonde from the host of applicants, to play the role of Trilby.

Marian's intelligent portrayal of the difficult part resulted in her swift appearance in a like capacity with Edward G. Robinson in "Five Star Final"—with William Powell in "The Road to Singapore" and again with Mr. Barrymore in "The Mad Genius." It was the praise of these eminent stars, added to the approval of press and public, which made the producers decide to elevate her to stardom without further delay.

Miss Marsh's portrayal of the poor little girl who tries with misguided enthusiasm to lift herself into the society of the idle rich, amply fulfills the promise of her earlier performances. The wistful, heroine of "Under Eighteen" wins and holds the heart of everybody, and her startling adventures are followed with keen interest. The cast includes many screen favorites. The romantic lead is played by Regis Toomey, recently seen in "The Finger Points." Warren William, Broadway stage favorite, seen not long ago on the screen in "Expensive Women" and "Honor of the Family" depicts a wealthy playboy with suave finesse. Others in the cast are Anita Page, Joyce Compton, Norman Foster, Emma Dunn, J. Farrell MacDonald,

....., who directed Marian in her first big part, Trilby in "Svengali" gives his magic touch to the direction of "Under Eighteen." Screen play and dialogue are by Charles Kenyon and Maude Fulton.

Marian Marsh and her company offer you a royal evening's entertainment in "Under Eighteen."

## 6 Days Before Playdate

### Island of Trinidad Presents Fair Star To The Talkie Fans

Trinidad, tiny island off the coast of Venezuela, comes into the limelight as the birthplace of Marian Marsh, screen discovery of the year, who will be seen at the.....Theatre .....next, in her first starring vehicle, "Under Eighteen," a Warner Bros. and Vitaphone production.

Still under eighteen when the picture was filmed, Miss Marsh in less than a year has climbed from obscurity to fame. Her rise began when John Barrymore selected her from many applicants as his leading lady in "Svengali," in which her intelligence and radiant personality caused her to be featured later with Edward G. Robinson in "Five Star Final," with William Powell in "The Road to Singapore" and again with Barrymore in "The Mad Genius."

Heading Miss Marsh's support in "Under Eighteen" is Warren William, another notable screen recruit of the year, who secured his release from the Broadway play in which he was leading man to hop to Hollywood, where he has already appeared in "Expensive Women" and "Honor of the Family."

Regis Toomey, favorite of stage and screen plays romantic lead. Others are Anita Page, Joyce Compton, Emma Dunn, J. Farrell MacDonald, Judith Vosselli, Norman Foster, Dorothy Appleby, Maude Eburne, Claire Dodd, Murray Kinnell, Paul Porcasi, Mary Doran and Walter McGrail. Archie Mayo directed.

## 5 Days Before Playdate

### Girl Supports Three Big Stars and Turns Into A Star Herself

Marian Marsh, who will be seen at the.....Theatre.....next in Warner Bros. and Vitaphone romantic drama, "Under Eighteen," her first starring vehicle, was, less than a year ago, a Hollywood schoolgirl. It was news of John Barrymore's search for a new leading lady for his "Svengali" that brought seventeen-year-old Marian with a host of other aspirants for screen fame to the Warner Bros. studios, with the result that all the world knows.

The coveted role of Trilby in Mr. Barrymore's "Svengali" might have been Marian's last, but for the fact that she not only remembered every word of theatrical advice given her by the star, but wrote it down when she got home nights. She did the same thing later when supporting Mr. Barrymore in "The Mad Genius;" Edward G. Robinson in "Five Star Final" and William Powell in "The Road to Singapore." The three celebrities concurred with the producers in the belief that Marian's youth should not delay her stardom and the honor was conferred without delay.

Miss Marsh is supported by Warren William, brilliant recruit to films from the Broadway stage; by Regis Toomey of "The Finger Points" fame—and by Anita Page, Joyce Compton, Emma Dunn, J. Farrell MacDonald, Judith Vosselli, Norman Foster, Dorothy Appleby, Maude Eburne, Claire Dodd, Paul Porcasi, Mary Doran, Murray Kinnell and Walter McGrail. Archie Mayo directed.

### Planets Foretold Lucky Year For Marian Marsh

Youthful Marian Marsh, who will be seen at the.....Theatre.....next in Warner Bros. romantic drama, "Under Eighteen," her first starring vehicle—said recently to an interviewer who was commenting on her rapid rise to stardom; that she credited the good fortune to 'her stars' rather than to herself.

"My sister and I visited a Hollywood astrologer last fall, more for a lark than anything else, and he told us that the planets were just right for me, and that 1931 would be crowded with luck" said Miss Marsh, adding naively, "Do you think there is anything in astrology, though, really?"

Miss Marsh's first starring picture was finished before her eighteenth birthday, closely following her sensational appearance as leading lady to John Barrymore, Edward G. Robinson and William Powell in four of the year's big pictures "Svengali," "The Mad Genius," "Five Star Final," and "The Road to Singapore."

The supporting cast of "Under Eighteen" includes Warren William, late recruit from the Broadway stage; Regis Toomey of "The Finger Points" fame; Anita Page, Joyce Compton, Emma Dunn, J. Farrell MacDonald, Judith Vosselli, Norman Foster, Dorothy Appleby, Maude Eburne, Claire Dodd, Paul Porcasi, Mary Doran, Murray Kinnell and Walter McGrail. Archie Mayo directed.

## 3 Days Before Playdate

### Marian Marsh Keeps Her Bulky Fan Mail Under Lock and Key

Marian Marsh, who comes to the.....Theatre.....next, in "Under Eighteen," her first starring vehicle, is still so near childhood that many of its traits linger. Everything is a matter of enthusiasm and wonder

to her, especially the increasing flood of fan mail, each bit of which is read, answered and safely locked away. The key she carries. Much of the charm of this newest starlet lies in her sincerity and unaffected simplicity, her determination to prove worthy of the praise which is being showered on her from all quarters since her appearances as leading lady to John Barrymore, Edward G. Robinson and William Powell.

"Under Eighteen" provides the newly-risen star with a cast headed by Warren William, Broadway leading man recently seen on the screen in "Expensive Women" and "Honor of the Family"; Regis Toomey of "The Finger Points," fame; Anita Page, Joyce Compton, Emma Dunn, J. Farrell MacDonald, Judith Vosselli, Norman Foster, Dorothy Appleby, Maude Eburne, Claire Dodd, Paul Porcasi, Mary Doran, Murray Kinnell and Walter McGrail. Archie Mayo directed.

## 2 Days Before Playdate

### New Star of "Under Eighteen" Typifies Every Modern Girl

Marian Marsh, who plays her first starring role in "Under Eighteen" the Warner Bros. production which comes to the.....Theatre .....next, has succeeded in making the role of the little poor girl who yearns for the life of the rich—as glimpsed by her in the modiste shop where she works—a character so wistfully appealing that it might be any young girl in the world.

"Under Eighteen" portrays the inmost longings of all girls who are searching for the Prince Charming—who, in this instance is portrayed by the little blonde who has the chance to betray the childlike trust of the would-be society girl, is played by Warren William, late recruit from the Broadway stage whose work in "Expensive Women" and "Honor of the Family" has been so highly lauded by the critics.

Others in support of Miss Marsh are Anita Page, Joyce Compton, Emma Dunn, J. Farrell MacDonald, Judith Vosselli, Norman Foster, Dorothy Appleby, Maude Eburne, Claire Dodd, Paul Porcasi, Mary Doran, Murray Kinnell and Walter McGrail. Archie Mayo directed.

## 1 Day Before Playdate

### Marian Marsh, Arrives Tomorrow As Star Of "Under Eighteen"

Marian Marsh, heralded as the most sensational screen discovery of the year, will be seen at the.....Theatre tomorrow in her first starring vehicle, "Under Eighteen," a Warner Bros. feature production.

The blonde, blue-eyed charmer, who, within the last few months has been triumphant as leading lady to John Barrymore, Edward G. Robinson and William Powell, was still in her seventeenth year, when she finished her first 'very own' film, aptly titled "Under Eighteen."

Miss Marsh, as the girl who tries by desperate means to raise herself into the world of the idle rich, gives a performance of amazing clarity and tenderness. The play is an adaptation of the popular magazine story "Poor Little Ritz Girl," by Frank Dazey.

The star is supported by Warren William—Broadway leading man who is considered one of the most promising recent recruits to the screen; by Regis Toomey of "The Finger Points," fame; and by Anita Page, Joyce Compton, Emma Dunn, J. Farrell MacDonald, Judith Vosselli, Norman Foster, Dorothy Appleby, Maude Eburne, Claire Dodd, Paul Porcasi, Mary Doran, Murray Kinnell and Walter McGrail. Archie Mayo directed.



# Two, Good Features And Other Stories That Should Prove Easy Planting

## Opening Day Story

### Marian Marsh Is Here Today In Her First Starring Vehicle

Marian Marsh, who in less than a year has made a name for herself known to theatre-goers all over the world, may be seen today at the Theatre in her first starring vehicle, "Under Eighteen," which was filmed at Warner Bros. studios while the embryonic star was still in her seventeenth year.

Miss Marsh, leaping from obscurity to fame, appeared in rapid succession as leading lady to John Barrymore, Edward G. Robinson and William Powell, whose enthusiastic commendation, caused the producers to raise her to the rank of star without further delay.

"Under Eighteen" presents Miss Marsh in the appealing role of a child of the poor who strives with the untutored eagerness of youth to win a place among the idle rich, whom she sees daily at the modiste shop where she earns her meagre living. If she learns to see life through different eyes, it is not without overcoming many obstacles, and winning the heart of everybody by her human mistakes and inconsistencies.

The excellent supporting cast includes Warren William, Regis Toomey, Anita Page, Joyce Compton, Emma Dunn, J. Farrell MacDonald, Judith Vosselli, Norman Foster, Dorothy Appleby, Maude Eburne, Claire Dodd, Murray Kinnell, Paul Porcasi, Mary Doran and Walter McGrail. Archie Mayo who directed Miss Marsh's first picture "Svengali," directs "Under Eighteen."

## Shorts For Pre-Opening Release

### Marian Marsh Diary Is To Be Published

Marian Marsh, who comes to the Theatre next is her first starring vehicle, "Under Eighteen," a Warner Bros. production, began when she was acting as leading lady to John Barrymore in "Svengali" to jot down every night every word of theatrical advice given her by star of director. She did the same later when playing with Edward G. Robinson in "Five Star Final," with William Powell in "The Road to Singapore" and again with Mr. Barrymore in "The Mad Genius." This unique record of what the stars said and what Marian thought about what they said, has so pleased the critics that the book is to be published in the near future.

### Marian Marsh Is Made Baby Star By Wampas

Marian Marsh, who comes to the Theatre next in her first starring vehicle, "Under Eighteen," a Warner Bros. production, was honored by the famous aggregation of Los Angeles publicity men as a 1931 baby star. It was the three consummate actors for whom she acted as leading lady during the past year—John Barrymore, Edward G. Robinson and William Powell—who so enthusiastically praised her work that the producers decided to make seventeen-year-old Marian a full-grown star.

### Marian Marsh Owes Her Optimism To Her Dad

Marian Marsh, who comes to the Theatre next in Warner Bros. "Under Eighteen," her first starring vehicle, when asked the source of her optimistic outlook on life gave credit to her late father, who always 'had something good to say about everybody' and whose philosophy made it possible for him to 'see good luck around every corner.' Her mother, Marian says 'knows just when to praise and to blame, and just how to keep one from getting overly elated or depressed.'

## WHOM DOES MARIAN MARSH REALLY RESEMBLE?

Which of the stars—here pictured with her—does Marian Marsh most resemble? John Barrymore, who chose her as his leading lady in "Svengali" and again in "The Mad Genius," would answer without hesitation, "Dolores Costello!" But Edward G. Robinson and William Powell, both of whom she supported in the same capacity before she had reached the age of eighteen, say that in their humble opinion she is more like the flashing Connie Bennett. What do you think?

Each of the three—as you observe—has the same tantalizing little tilt at the end of the nose—the same wavy blonde hair which shimmers in sunlight—the same hint of wistfulness about the lips. The eyes of each are of the color the poets like to compare to May skies and forget-me-nots. Even the upward flare of the long lashes and the curve of the delicate brows, is similar. Which then, does Marian most closely resemble.

This problem, not so easy to solve when material likeness only is considered, is quite unanswerable when personality enters. Then Marian resembles neither. She is like nobody but herself. The charm she radiates is the Marian Marsh charm. So is the gaiety, the almost child-like wonder, the simplicity, the clearcut intelligence, and the aura of good will she casts about her. You will realize the truth of these statements when you see her at the Theatre next in "Under Eighteen," the Warner Bros. and Vitaphone production which is her first starring vehicle.



Cut No. 13  
Cut 30c,  
Mat 10c

Dolores Costello, (left) Constance Bennett (center), whose profiles resemble that of Marian Marsh (right) who comes to the Theatre next in "Under Eighteen," A Warner Bros. and Vitaphone Picture.

## Marian Marsh Is Movie Screen. Off It She's Like Any Normal Girl Of Her Age!

(Sunday Feature)

A wide-eyed child who doesn't know yet why she was chosen from among so many for all the honor that has been heaped upon her.

A face like alabaster or like pure white marble faintly flushed with pink, that photographs more easily, say expert photographers, than any other face in Hollywood, and perhaps in the world.

A slim, girlish figure, vibrant with that joie de vivre which is youth.

But back of this curious Cinderella-fortune which is Marian Marsh's, is a little girl who longs for a sight of Trinidad, in the British West Indies, where she was born, and where most of her relatives still live.

Who wonders, with naive, almost childish wonder, what it was that interrupted the smooth course of her life at high school and made of her a motion picture star with several famous pictures already to her credit.

Who occasionally sighs for erstwhile companions and activities with all the fervor of a little girl who has suddenly been told that she is

too old for dolls.

People simply will not let her be a little girl any longer. Not even Warner Bros. her employers, who have proclaimed her a star in "Under Eighteen," which comes to the Theatre.

The story is told of Regis Toomey, who is playing opposite her in "Under Eighteen" that he had asked her about a certain sequence in O'Neill's "Emperor Jones" which had become hazy to his memory. Marian was just out of kindergarten when the play was at its peak.

Marian turns to director Archie Mayo for every sort of advice, and they have grown to be close friends, for it was he who directed her first as "Trilby" opposite John Barrymore in "Svengali."

But he doesn't pamper her. Several times he has made her cry by the brusqueness with which he has told her that some detail of her work was not right. As one of the Warner Brothers' oldest directors, he sometimes forgets that the child he is directing has not had

of certain to...  
But afterwards he is always...  
ry, and it isn't long before her dimples begin to flash again through the tears.

It isn't because she isn't a great little trouper, he will tell her. But it has to be right. It would never do for anything to be glazed over on the assumption that her beautiful face would out-balance it.

Again, because she is after all, a bright young woman, she will string him with some remark that more than repays for tears.

She had noticed, for example, that in "Under Eighteen," he was demanding more than the ordinary obedience from his staff. The company had been delayed several times by unfortunate happenings and shooting time was short enough at best. At such times directors have a way of bearing down.

"You're making them 'yes' you, Archie," Marian chided him. He reddened, spluttered, glared at his baby star and continued to crack the whip.

Her speech is probably an exact copy of what most of the motion picture speech of the future will be. English being the most admired speech by those cultivated to it, it has yet to overcome the opposition of hundreds of thousands of Americans who prefer their own or, as they call it, good American English.

Marian spoke with a decided English accent for her first few years in America. Her mother still has that accent, but Marian has grown away from it somewhat. Her "A" is still broad, and "R" will not seem to roll on her tongue, but comes out with that soft sound the English give it. But otherwise her speech is much like that of the Americans about her except that it seems somehow more English. And, therefore, is better suited for a universal usage. She laughs when mention is made of all the difficulties other stars have in maintaining a figure, a complexion, and a reputation.

"I wouldn't know how to begin to diet, even if I needed to. And so far I never have. The complexion also, is just as it 'grew.' I'm only trying to be careful that makeup doesn't mar it. As for the reputation: there aren't any 'particular' boy friends yet. They can't call me engaged or married or divorced until they see me with someone more than twice. And that doesn't happen very often."

## Now She's A Star!

Marian Marsh who comes to the screen of the... tomorrow as the star of "Under Eighteen," A Warner Bros. and Vitaphone Production with Warren William, and Anita Page.

Cut No. 12  
Cut 30c,  
Mat 10c





# Plant These Stories For Release After The Opening

## Prepared Review

### Marian Marsh Is Enchanting As Heroine Of "Under Eighteen" Her First Starring Role

If Warner Bros. Judgment in elevating seventeen-year-old Marian Marsh to stardom needed approval, it was enthusiastically accorded last night at the.....Theatre, by the applause that followed the petite blonde thru the absorbing sequences of "Under Eighteen," her first starring picture.

Miss Marsh, whose career covers less than a twelve-month, has been watched with keen interest by the public since her appearance as leading lady to John Barrymore in "Svengali"—followed by performances in a like capacity with Edward G. Robinson in "Five Star Final"—with William Powell in "The Road to Singapore" and with Mr. Barrymore in "The Mad Genius."

Marian's portrayal of the wistful, wilful and tantalizingly lovely climber in "Under Eighteen" more than fulfills the promise of her earlier roles. Her vague longings for love and luxury, her struggle to support a widowed mother, her pathetic attempt to storm the strongholds of the rich, her efforts to help an older sister out of an unfortunate marriage, her tender battles with her workingman lover—are all handled with an artistry quite amazing in one so young.

Her support is excellent Warren William, Broadway leading man who recently appeared on the screen in "Expensive Women" and "Honor of the Family" plays the rich playboy with suave finesse. Regis Toomey, the likable youth seen not long ago in "The Finger Points" is just right as romantic lead. Other favorites are Anita Page, Joyce Compton, Emma Dunn,

Paul Porcasi, Mary Doran and Walter McGrail.

Archie Mayo, who coached Miss Marsh for her role in Trilby in "Svengali" touches "Under Eighteen" with his unique directorial magic, capturing every possibility for pathos and gaiety, and contrasting the lives of the too-poor and the too-rich with fine dramatic effect.

Marian Marsh will win your heart.

## 2 Days After Opening

### Mayo Directs Marian Marsh, As Player And Star, Within A Year

Archie Mayo, who directed Marian Marsh in "Under Eighteen," her first starring vehicle, now at the.....Theatre, directed her less than a year ago in her first featured role as Trilby, in support of John Barrymore in "Svengali."

Mr. Mayo, who has directed many screen celebrities, was among the first to acclaim the petite blonde as a potential star. "Her feeling for drama was so keen," he says, "her response to suggestion so intelligent, and her sensitiveness to the character she was attempting to portray, so sure, that I was convinced of the rare talent which he so abundantly displays as the pathetic heroine of 'Under Eighteen.'"

Miss Marsh is supported in "Under Eighteen" by Warren William, recent Broadway stage recruit to the screen; Regis Toomey of "The Finger Points" fame—Anita Page, Joyce Compton, Emma Dunn, J. Farrell MacDonald, Judith Vosselli, Norman Foster, Dorothy Appleby, Maude Eburne, Claire Dodd, Murray Kinnell, Paul Porcasi, Mary Doran and Walter McGrail.

## 3 Days After Opening

### German Inventor Hits On Way To Photograph Hair Of Marian Marsh

Marian Marsh, whose first starring vehicle, "Under Eighteen," has been drawing large

crowds to the.....Theatre, is indirectly responsible for a clever new camera device by which the intensity of studio lamps is so mellowed and filtered that the most elusive light and shadows of the hair can be photographed with extreme accuracy.

The invention which will be used by Warner Bros. and First National on subsequent pictures, is the work of Herman Schloss, a comparative newcomer to the studios. Mr. Schloss was associated abroad with Josef Ferenc, noted Hungarian photographic expert, brought to this country by the producers. It was the conviction of the celebrated visitor that the cameras were missing something of the blonde beauty of Miss Marsh's curls, which led him to his valuable discovery.

The portrayal of the heroine of "Under Eighteen" by Miss Marsh has won acclaim of press and public. Her excellent support includes Warren William, recruit from the Broadway stage, Regis Toomey of "The Finger Points," fame, Anita Page, Joyce Compton, Emma Dunn, J. Farrell MacDonald, Judith Vosselli, Norman Foster, Dorothy Appleby, Maude Eburne, Claire Dodd, Murray Kinnell, Paul Porcasi, Mary Doran and Walter McGrail. The excellent direction is by Archie Mayo.

## 4 Days After Opening

### Sister Who Steered Marian Starward Is First To Wire Luck

Marian Marsh, now at the.....Theatre in her first starring vehicle, "Under Eighteen," a Warner Bros. picture, was taken less than a year ago in "The Finger Points," a test by her

actress of stage and screen.

Miss Fenwick was on location at the time of the world premiere of "Under Eighteen" but sent a telegram congratulating the youngest of the family on her swift flight to stardom. Miss Marsh's brothers, Edward and George Morgan are also in the talkies.

Marian Marsh is supported in "Under Eighteen" by Warren William, noted Broadway stage star, recently seen in "Expensive Women" and "Honor of the Family"—by Regis Toomey of "The Finger Points"—Anita Page, Joyce Compton, Emma Dunn, J. Farrell MacDonald, Judith Vosselli, Norman Foster, Dorothy Appleby, Maude Eburne, Claire Dodd, Murray Kinnell, Paul Porcasi, Mary Doran and Walter McGrail. Archie Mayo, who directed her in her first featured role in support of John Barrymore in "Svengali" directed her in "Under Eighteen."

## Last Two Showings Of Marian Marsh's Play

Marian Marsh's first starring vehicle, Warner Bros. "Under Eighteen," now at the.....Theatre, will be seen for the last two times locally, today. Record crowds have attended each performance, and the work of the seventeen-year-old star is being commended on all sides. An excellent supporting cast is headed by Warren William, Regis Toomey, Anita Page, Emma Dunn, Norman Foster and Joyce Compton. Archie Mayo directs.

## Hard Work Preceded Marsh Rise To Fame

Those who imagine that the sensational rise to stardom of seventeen-year-old Marian Marsh—now at the.....Theatre in Warner Bros. "Under Eighteen"—was simply a stroke of luck, will be interested to know that Miss Marsh had for three years been making arduous study of the voice, dancing and stage presence before her choice by John Barrymore as his leading lady in "Svengali." When opportunity knocked she was ready, though she says that the more she learns the less she seems to know. Was it Socrates who said that the greatest wisdom is to know that we do not know.

## Who Will Be The Next Marian Marsh Namesake ?

Marian Marsh, seventeen-year-old star, now at the.....Theatre, in Warner Bros. "Under Eighteen" was delighted with a recent wire that informed her that she had a namesake in Cincinnati, Ohio—Marian Marsh Stettinius. She hastened to write the proud parents, telling them of her appreciation of the unique honor. One of the sources of the charm of Miss Marsh is her sincere liking for people, and her earnest desire to be worthy of it. The question now is—who will be the next namesake of the star of "Under Eighteen."

## Marian Marsh -- A Silhouette

(Sunday Feature)

(NOTE: The following is an attempt to give you the most complete biography ever obtained about this star. While it has been written in vignette fashion in the form of a personality story for your columns, we hope that you will also keep it in your morgue for future reference.)

Marian Marsh who is starring in "Under Eighteen" at the.....Theatre, came into the world as Violet Krauth, the place was Trinidad, in the British West Indies, and the date was October 17th 1913. If you ask her her nationality, however, she will tell you that she is a mixture of English, Irish, French and German, to which can now be added American, for when she was very, very young her family moved to America and she lived in Springfield, Mass., Boston, New York, and then Hollywood. Her education was completed at the Hollywood High School where she was prominent on the basketball team and also in amateur

Her early years were spent to be a fairy princess and wear gowns and long trains. Later she became more practical, was terribly interested in school, and wanted to be a private secretary. Her present ambition is to be a big success on the screen.

There is hardly any wonder that Marian Marsh got her opportunity for screen work, as you will say yourself if you have seen her and admired her fragile blonde loveliness. Old Man Opportunity said his say during her junior year in High School. Her sister, Jean Morgan already established in pictures, got Marian out of class one day and took her to the Pathe Studio to take a test. That ended her school days, although she continued to study under tutors. She played in numerous pictures and then Warner Brothers signed her to a long term contract. Crowded somewhere in her brief career was a stage appearance in which she played the leading role in "Young Sinners."

Her favorite screen role is that of Trilby in "Svengali" with John Barrymore. Her favorite screen stars are Ramon Novarro, John Barrymore and Claudette Colbert. Of the stage she favors Pauline Frederick and Tom Douglas. Her favorite playwright is Preston Sturgis, favorite song writer, Irving Berlin! and favorite symphonic composer, Alfred Hertz.

If she should ever leave the stage or screen she has no plans regarding another means of earning a livelihood. She "might get married," although at the present moment there is no especial suitor being considered—just a small army of admirers. She saves little notes written to her by admiring youths and keeps them all in a little treasure chest and wears the key around her neck.

Outside of the drama she is most interested in literature because it is "both relaxing and stimulating to mental process." She enjoys the poetry of Tennyson and the works of George Bernard Shaw. She likes the adventure stories of Sax Roemer, especially "The Return of Dr. Fu Manchu," and she reads and re-reads "All Quiet on the Western Front." She also likes books pertaining to history and biographies of famous people.

She does nothing in particular to keep physically fit, but she plays tennis, skates, rides horse-back, swims, and dances. Indoors she plays ping pong and table croquet. She never misses a football game and she likes to watch polo and ice hockey.



## 4 STAR ENDORSEMENT

- ★ *John Barrymore*  
"Marian Marsh has the beauty, poise and talent to make her a great star."
- ★ *William Powell*  
"Miss Marsh will carve a niche for herself in Filmdom's Hall of Fame."
- ★ *Edw. G. Robinson*  
"Her emotional role in 'Five Star Final' was one of the dramatic highlights of 1931."
- ★ *Richard Barthelmess*  
"Marian Marsh is really 'one girl in a million'."

BREATHLESSLY  
the world awaits . . . *Marian*

## MARSH

in her first starring role more dramatic than "Five Star Final"—Impatient virtue in life's dangerous age.

## UNDER EIGHTEEN

was NOT old enough to know better. With

WARREN WILLIAM  
ANITA PAGE  
REGIS TOOMEY  
NORMAN FOSTER  
JOYCE COMPTON

A Warner Bros. & Vitaphone Picture



Begins  
Tomorrow  
**STRAND**

Cut No. 8, Cut 40c, Mat 10c 150 lines

It's stories like hers that make girls put locks on diaries!

## Marian MARSH

Sensational heroine of "Five Star Final" in her first starring role. Destined to be one of the ten best motion pictures of 1932.

## UNDER EIGHTEEN

The story of a girl who was NOT old enough to know better. with

REGIS TOOMEY  
NORMAN FOSTER  
JOYCE COMPTON

Directed by ARCHIE MAYO

A Warner Bros. & Vitaphone Hit



## JEFFERSON

Cut No. 2 Cut 40c, Mat 10c 170 lines

### PROGRAM SNIPES

Mon. Tues. and Wed.

## Marian Marsh in UNDER 18

with  
WARREN WILLIAM  
Anita Page, Regis Toomey

Cut No. 19 Cut 20c, Mat 5c

1932s FIRST STAR!

## Marian Marsh in UNDER 18

with  
WARREN WILLIAM  
Anita Page, Regis Toomey  
4 Days Beginning Wednesday

Cut No. 18 Cut 20c, Mat 5c

## First Smash Hit of The Year!

1932 might not bring another drama to equal the throbbing power of this one!



## Marian Marsh

takes her place among the screen's great stars by her unforgettable characterization in

## Under 18

the story of a girl who was NOT old enough to know better.

with  
ANITA PAGE  
REGIS TOOMEY  
WARREN WILLIAM  
NORMAN FOSTER  
JOYCE COMPTON

## THEATRE

Cut No. 9 Cut 40c, Mat 10c 126 lines

## Marian MARSH

Every performance is making thousands of new friends for this "Girl in a Million" in

## UNDER EIGHTEEN

WARREN WILLIAM  
ANITA PAGE  
REGIS TOOMEY

STRAND 4th Street at Main

Cut No. 6 Cut 20c, Mat 5c 90 lines



# ADVERTISING CAMPAIGN

Don't Call Her  
A 'Bad Girl'!

(Blame it on her inexperience)

Under eighteen, the dangerous age. She was old enough to know her own mind. But too young to know the ways of the world.

*Marian*  
**Marsh**  
*in her first starring role*

**UNDER EIGHTEEN**

1932's first smash hit!

WARREN WILLIAM  
ANITA PAGE  
REGIS TOOMEY  
NORMAN FOSTER  
JOYCE COMPTON

Begins Today

**APOLLO**



A Warner Bros. and Vitaphone Picture

WARREN WILLIAM fresh from his triumphs in "Honor of the Family."

**CIRCLE**



She wanted the joys of the present without the sorrows of a past!

**Marian MARSH**

starring in a bigger, more dramatic role than "Five Star Final"

**Under Eighteen**

with Warren William Anita Page Regis Toomey

A Warner Bros. & Vitaphone Picture



Cut No. 4 Cut 20c, Mat 5c 115 lines

Cut 60c, Mat 15c

300 lines

## A Complete Teaser Campaign On New Star Week

JAN. 2nd to 9th

LOOK UP!



Watch For Announcement

**Out of the HEAVENS**

comes a star so enthralling, so talented, we have set a week of welcome for her!

**New STAR WEEK**



TOMORROW You'll Know Who She Is!

These mats

of the New Star Week are sold in one unit. Order them by Cut No. 14. 60c for the cut and 15c for the mat gets the whole campaign.

**New STAR WEEK**

NOW! Come Early



The GIRL IN A MILLION

**Marian**

**MARSH**  
*in*  
**UNDER 18**

with Warren William Anita Page Regis Toomey

**APOLLO**

JAN. 2nd to 9th



SURPRISE! Watch For Announcement



## She Crashed **STARDOM** in a Year

**JAN.**

Startles Hollywood by her amazing acting on the stage in "Young Sinners."

**FEB.**

John Barrymore selects her to play Tribby in his "Svengali."

**MAR.**

After the first day in studio, Warner Bros. sign her to a long term contract.

**APR.**

All Hollywood is talking about the sensational screen find.

**MAY**

"Svengali" released. Critics and public hail her as a star!

**JUNE**

Barrymore again chooses her for his leading lady in "The Mad Genius."

**JULY**

Edward G. Robinson selects her to play opposite him in "Five Star Final."

**AUG.**

Chosen as the most promising of the Wampas baby stars.

**SEPT.**

Comes East to receive congratulations from Vice President Curtis on steps of Capital.

**OCT.**

The talk of the nation for her marvelous acting in "Five Star Final."

**NOV.**

By popular demand Warner Bros. make her a star and select "Under 18" as her first starring vehicle.

**DEC.**

"Under Eighteen" completed. Marian Marsh takes her place among the screen's greatest.

"ONE GIRL IN A MILLION" could do it and here's that GIRL!



and now *Marian Marsh*

sweeps to greater triumphs in her first starring role. Marking the most sensational history Hollywood ever recorded. Bringing to Dayton the first smash hit of 1932, a story destined to be one of the ten best dramas of the year!

Warren William, fresh from his triumph in "Honor of the Family"



## UNDER EIGHTEEN

The romance of a girl who was ambitious but inexperienced.

WARREN WILLIAM  
ANITA PAGE  
REGIS TOOMEY  
NORMAN FOSTER  
JOYCE COMPTON

A Warner Bros. & Vitaphone Hit

Directed by Archie Mayo

ALL THIS WEEK

REXY

Cut No. 7, Cut 60c, Mat 15c 480 lines

She Wanted The Joys Of The Present Without The Sorrows Of A Past!

One of the biggest hits in town!

MARIAN **Marsh**  
The GIRL IN A MILLION  
**UNDER 18**  
with Warren William Anita Page  
**STRAND**

Cut No. 17 Cut 40c, Mat 10c

### Lobby Frame Ideas



Use this lobby card to put over the sex angle of the picture. Mount stills P. R. G. 35 and Marsh 226 in positions as above and tint in flesh. Background of large head blue and smaller one light green. Star lettering magenta and green, on yellow background; title blue on yellow. Copy deep blue on pale green. There's plenty of pep in this one!



The star is given a plug in this lobby suggestion. Figure of Marian Marsh (Marsh 376) can be made outstandingly attractive by the clever use of colors. Head in natural flesh tints, coat white with border of light orange on circular background of orchid. Skirt orchid with touches of brown. Star lettered purple, title magenta on yellow, copy green. Reverse Head of Warren William (W. W. 24) flesh on green. Entire lobby on background of light blue. This lobby has dignity!



If you want your card to have more copy than illustrations, this suggestion should appeal. Marian lettered in purple. Marsh red. Copy purple, title green and cast purple. All this on plaque of yellow. Further copy on bottom red on white. Head of Marian Marsh (Marsh 228) in natural colors. Background on left side deep purple. There's enough space on this one for any copy you may wish to use, even a Marian Marsh special matinee announcement.

See Page 14 for a brilliant set of real **MERCHANDISING POSTERS**



# U R M E R C H A N D I S E

## GRAND A WARNER BROS. THEATRE

Begin Tomorrow at Noon

1932's First Smash hit!



**GOOD** isn't the word!

You'll have to use words like "marvelous," "sensational," "wonderful," to describe this

Starring the girl who captured the heart of the nation in "Road to Singapore" and

## ADVERTISING AIDS

### COLORTONE EFFECT



ATMOSPHERIC EFFECT, elaborately colored, created especially for

No. N-143

4x5—Colored positive only	\$2.00
—Set (positive and negative)	3.00
3 1/4 x 4—Colored positive only	1.50
—Set (positive and negative)	2.25

Order by number direct from  
NATIONAL STUDIOS, INC.  
226 WEST 56th STREET, NEW YORK, N. Y.

Marian Marsh & Vitaphone Hit

**MARSH**

"Girl In A Million" in her first starring role

**Under Eighteen**

Warren William, Anita Page, Regis Toomey, Norman Foster, Joyce Compton

Directed by ARCHIE MAYO

Cut No. 3 Cut 40c, Mat 10c 290 lines

### BANNERS and PENNANTS



Cleverly designed banner. Manufactured in a variety of brilliant colors. Weather-proof stock. Excellent for marquee, auto, lobby and window decoration.

Price .....50c each

Just the thing to put over New Star Week. Snappy felt pennants in assorted colors. Size 12 x 30.

Price .....\$1.50 per dozen

### METRO FLAG COMPANY

2 East 23rd Street

New York City

### MARIAN MARSH POST CARDS at \$3.50 per 1000

It is very appropriate with the debut of Miss Marsh as a star to send to your patrons a personal card from her which carries a great plug for your showing of "Under Eighteen." The front of this card has a beautiful photo of Marian

Marsh and the back has a message to Mr. and Mrs. Moviegoer from Marian, with an invitation to them to see her at your theatre on specified date. Cost complete with Theatre and Playdate imprint \$3.50 per M. Order direct from

EXPLOITATION PRINTING COMPANY  
1 West 3rd Street  
New York City

a NEW STAR is Born

NEWSPAPER REVIEWS

**MARIAN MARSH**

Better Than She Was In "Five Star Final" in

**Under Eighteen.**

WARREN WILLIAM  
ANITA PAGE  
REGIS TOOMEY  
A Warner Bros. & Vitaphone Hit

DOWNTOWN

Cut No. 5 Cut 40c, Mat 10c 76 lines



# MERCHANDISING

## Lets Talk It Over!

Every theatre has its own problems and every locality has its individual conditions. No home-office theatre executive can hope to outline exploitation ideas which will tie in with the varied conditions of every locality. Theatre managers should be familiar enough with their own to take advantage of every condition and tie in with every important happening for the betterment of business. Before you plan your exploitation campaign for "Under Eighteen," look over your local news and try to cash in on it to the fullest extent. There might be a business drive, a Chamber Of Commerce stunt, a Rotarian drive, or some other important happening with which you might cooperate.

Get busy now. It's easy to get plenty of newspaper space when you tie-up with a local news happening. And then follow up with the merchandising ideas presented herewith.

## Try This One In YOUR Locality

From Seattle comes the following stunt which was used in the promotion of the Fox Fifth "Under Eighteen."

With a little promotion work, Olsen arranged with a leading drug store company to give the theatre 10,000 sample envelopes of a certain face powder they wanted to advertise. These were presented to the women patrons with the compliments of the star of the picture. The envelopes were clipped to a specially printed herald which bore a serial number, and advised the recipient that if the number corresponded with that displayed at any of the branches of the Drug Company, they would receive a prize in the way of a large box of the face powder or a ticket to the theatre. Window displays completed the tie-up.

If you can put over a similar stunt in your locality, it will certainly bring as good results as it brought Tom Olsen. And it is a natural for the introduction of Marian Marsh as a star in her own right.

## How Much Of Your Appropriation Do You Spend On Accessories?

It is customary for every theatre to operate on an appropriation. However, the amount of money spent on advertising should vary with the value of the production. In the case of Marian Marsh in "Under Eighteen" a larger appropriation should be set aside for the proper handling of this picture as much as it is one of the better releases of the season and any campaign that you put behind Marian Marsh at the present time will reflect on the grosses of her subsequent pictures, which you will play.

In appropriating money for the advertising of this production, be sure that you cover your outdoor billing properly. There is an exceptional herald printed in the form of a novel throwaway, of which you should use large quantities. The posters on this picture are certainly the best outdoor salesmen that you can hire.

Before you spend one cent on Marian Marsh in "Under Eighteen," make sure that your appropriation adequately covers advertising, exploitation with a good supply of those valuable accessories that are bringing in big money to exhibitors who use them.

From The

# EXPLOITATION

Angle

## FASHION SHOW

Tieup with local Ladies' Apparel Shop or Department Store. Precede fashion show with beauty contest to find suitable models. This is a two week proposition and should receive full newspaper cooperation. (See "Tie-up stills" notice below in this column.)

## ADMISSION STUNT

First eighteen ticket buyers who are under eighteen, and can prove it admitted free. The number of free admissions can be varied. Carry notices in your ads. Send stories to your newspapers.

## MARIAN MARSH CONTEST

to find the local blonde who resembles Marian Marsh. Tickets and prizes donated by local merchants who tie in with this stunt should bring plenty of contestants. Stipulate that they must be under eighteen in order to compete for the prizes.

## CONTEST

to find the best descriptive phrase for Marian Marsh such as "The Girl In A Million" or "Sweetheart Of The Nation" or "The Star With That Certain Something." Newspaper cooperation will help, but it is not necessary. Send names of winners and phrases to Warner Bros. Pictures, Inc., and Marian Marsh will send autographed photographs to them.

## TIE-UP STILLS

We have a quantity of specially posed Fashion Photos of Marian Marsh that are great for window tie-ups. The stills cover suits, dresses, evening gowns, evening wraps, fur coats, bridal outfits, pajamas, negligees, gloves, hats, cloth coats, lingerie and handbags. We also have several stills that will get space in a florist window for you. Write for them to Still Department, Warner Bros. Pictures, Inc., 321 West 44th Street, N. Y. Each still 10c.

## NEWSPAPER CONTEST

"Should A Girl Marry While She Is Under Eighteen." Here's a question that is bound to be a great circulation builder in any town. There are hundreds of good answers to the question, pro an con, and it should start a lot of box-office comment if properly handled.

## Genuine Costless Selling

... Realizing that there are many pictures which do not lend themselves to ordinary street ballyhoos and throwaways, and yet which require supplementary advertising in addition to the newspapers, trailers, lobby, posting, etc., the Pittsburgh Publicity Department the Warner Theatres under George Tyson's management, made four very excellent tie-ups for inserts, available at any time desired.

One of these tie-ups is with the Hankey Baking Co., by which they insert 50,000 heralds, one to each loaf, in all bread baked by them and sold. These heralds are right inside the wrapper and are bound to attract the attention of whosoever takes the wrapper off. For striking direct at the house-wives, this tie-up cannot be improved on.

Having struck at the women through the bread tie-up, the next step was arranging for a method

contact was made and arrangements concluded. Now, on any day that they wish, Tyson's men can insert 5,000 heralds in the packages leaving the laundry.

Liberty Magazine was also contacted and they will insert to the tune of 16,000 a week, a herald in each copy of the magazine sold!

In East Liberty, Frank Roberts of the Enright Theatre, has made arrangements with Sander's Market for the distribution of 10,000 throw-aways on any week-end that he figures it necessary to plug his attraction.

Pittsburgh believes these four tie-ups are among the most valuable "special" advertising mediums that they have and the beauty of its it that they cost absolutely nothing, with the exception of the printing!

Start working on your local shops now. It is fitting to start the ball rolling with a new star and a good picture, Marian Marsh in "Under Eighteen."

Tack This On Your Wall

## MY BUSINESS

is to merchandise  
the attractions  
at this theatre  
Do not take up  
my time unless  
it is

## MY BUSINESS





## DO THIS WITH MARIAN MARSH

Hal Salzman, exploitation manager of Warner's Strand in Brooklyn, put over an excellent drawing contest for "Alexander Hamilton." Hal tied up with Pratt Institute, one of the biggest art schools in the East and had seventy-five students participate in a drawing contest. His spacious lobby allowed the contestants to make the drawing in the lobby. The results were then displayed on a blue velvet drop and numbered. The winners were selected by a committee of leading civic officials and art critics. A silver loving cup, promoted from a local jeweler and consolation prizes of tickets were awarded. The stunt garnered a lot of newspaper space.

George Arliss who was passing through New York visited the display and posed for the photograph at the left. You can put on this stunt with equal effectiveness, however, without the presence of Marian Marsh.

As "Under Eighteen" is the first starring vehicle of Miss Marsh, a drawing contest is a most effective way of introducing her to your patrons.

## New Star Week

NOTE: Marian Marsh is the first star of 1932. Her first starring picture "Under Eighteen" was officially released by Warner Bros. Jan. 2, 1932. This gives exhibitors who will play this picture during January a great chance for a New Star Week Campaign, basing their entire merchandising plan on the following copy:—New Year! New Star! New Values! This slogan permits tie-ups with every merchant in town.

A novel way of exploiting "Under Eighteen" is to play it directly on the new star angle. In other words, make the week of you reengagement NEW STAR WEEK!

This kind of a stunt is only fully effective if it is thoroughly done. Your lobby, your trailer, herald or throwaway, newspaper ads, marquee, everything should be based on New Star Week. Start on all your local merchants having them each designate various items as NEW STAR WEEK SPECIALS. String banners and pennants everywhere. Try and secure a letter on New Star Week from an important city official. Start the advertising manager of your local newspaper on a cooperative ad, based on New Star Week Specials.

Remember—you can't do this kind of a job half way and hope to get full results. You've got to give it everything you have. It means plenty of hustling, but it is certainly worth it. Also, it will give Marian Marsh a send-off that will reflect in the grosses of her subsequent releases.

## Know Your Product

You can't sell anything until you know everything about what you have to sell. Let's take "Under Eighteen" and break it into selling units. Then you can sell each unit to the limit and know you have covered the pictured thoroughly.

Here's what you have to sell:

MARIAN MARSH in her first starring role, following her sensational performances in "Svengali," "Road To Singapore," "Mad Genius" and "Five Star Final." You can refer to any or all of her past successes in order to establish her as a truly great artiste and worthy of stardom.

WARREN WILLIAM, fresh from his screen triumphs in "Honor Of The Family" and "Expensive Women." William has built a tremendous fan following that you should cash in on.

MILVA PAGE, one of the most popular blondes in the world. They'll remember her acting in "The Sign of the Cross" and "The Sign of the Cross."

... has appeared in many pictures and always turned in a great performance.

FARRELL MACDONALD who played the role of Rockne in "The Spirit Of Notre Dame."

DIRECTOR ARCHIE MAYO who gave you "Bought" and directed Marian Marsh in "Svengali."

The above are the ingredients of a drama that is modern up-to-the-minute, with plenty of zip and speed. THE TITLE CARRIES PLENTY OF BOX-OFFICE AND IS WORTHY OF A BIG DISPLAY.

## Lobby Scheme

Your entire lobby should be based on the introduction of Marian Marsh as a star. Have your artist make a lot of colored shining stars in silver and gold in various sizes and string them from the ceiling. Each star should carry a different message, using the following captions:

New Star Week

There Is A New Star In The Sky

MARIAN MARSH

She Is Under Eighteen And In

"UNDER EIGHTEEN"

"The Girl in a Million"

These catchlines and heads of Marian Marsh can be repeated to make up the desired quantity. This scheme of decoration should be carried right into your street banners and also under your marquee.

The frames of your lobby should contain scenes from the production, as well as heads of the balance of the cast. You will find many of the accessories that can be cut out and pasted down with proper decoration around them, will make exceptional lobby frames. Other lobby ideas are suggested in another section of this press sheet. Catchlines can be picked up from the ads or from the marquee lines on this page.

Do YOU KISS like a movie star?



This is the kiss impression of Marian Marsh



PLACE YOURS HERE

UNUSUAL THROWAWAY. It explains itself. Have them distributed to the girls of your town. Put a box in the lobby to receive the kiss-imprinted cards. Offer suitable prizes. Newspaper cooperation will help. You can get this cut at your exchange for 40c, Mat 10c. Order by Cut No. 20.

## Catchlines

(Use Them On Your Marquee)

NEW STAR . . . NEW PERSONALITY . . .  
NEW NATIONAL IDOL . . .

SHE'LL MAKE YOU LAUGH . . . SHE'LL MAKE YOU CRY . . . SHE'LL MAKE YOU LOVE HER!

CHARMING AND LOVELY AS YOUTH ITSELF . . . .

SHE WANTED THE JOYS OF THE PRESENT WITHOUT THE SORROWS OF A PAST!

UNTAUGHT . . . UNPREPARED . . . SHE DARED TO PROBE LIFE'S MYSTERIES!

TOO YOUNG TO LOVE WISELY!

IT WASN'T HER YOUTH IT WAS HER INEXPERIENCE!



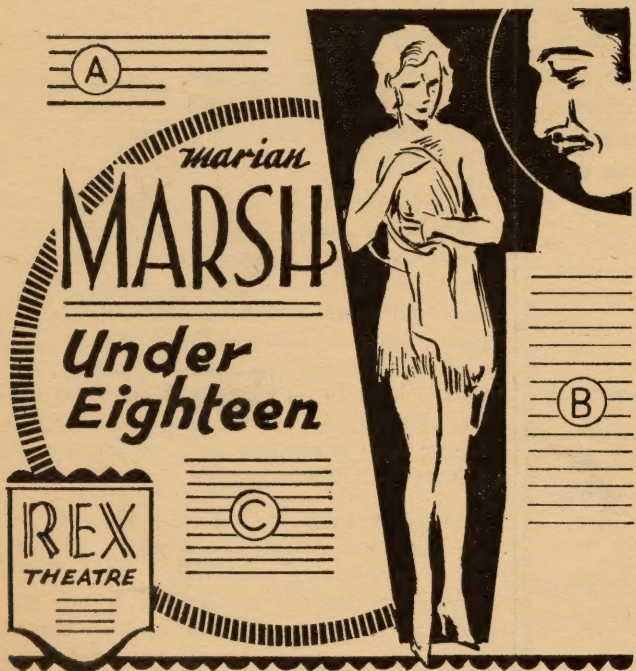
Annie Oakley never saw a pass like this. Undoubtedly the world's largest, measuring 4 x 6 feet. Two messengers carried it through the streets to the city hall where his honor, the Mayor, received it from Max Melincoff on Behalf of the Warner Theatre. The Mayor is seen on the right, while Max looks on from the left.

The above stunt fits in perfectly with the introduction of Marian Marsh as a full-fledged star in your locality. Follow Mr. Melincoff's system right down the line, but change the copy in the telegram to read as follows:

HONORABLE.....  
MAYOR  
YOUR TOWN  
THE MANAGEMENT OF THE.....THEATRE TAKES GREAT PLEASURE IN EXTENDING TO YOU THIS SPECIAL INVITATION TO WITNESS THE DEBUT OF MARIAN MARSH AS A FULL-FLEDGED SCREEN STAR IN "UNDER EIGHTEEN." WE FEEL THAT YOU AND THE PUBLIC OF.....WILL MORE THAN ENJOY ITS UNUSUAL ENTERTAINMENT. CORDIALLY YOURS,



# Snappy Layouts And Copy For



STILL NUMBERS: Figure P. R. G. 35  
Head—W. W. 1

**A**  
Experimenting today—  
Regretting to-morrow!  
MARIAN MARSH  
making her stellar debut in  
UNDER EIGHTEEN

**B**  
18 that delightful age!  
That desirable age!  
That dangerous age!  
When a young girl's fancy often  
fools her heart!  
You will find in Marge Evans  
story an appeal no heart can  
resist!

**C**  
Cast & credits



STILL Nos.: Figure MARSH No. 322  
Head MARSH No. 233

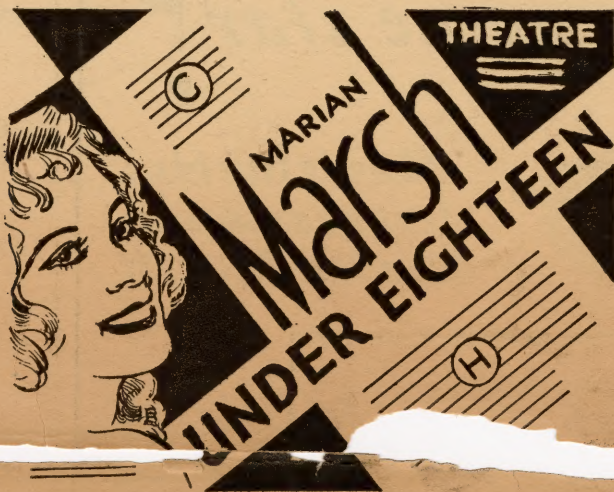
**D**  
Beauty! Style!  
Youth! Talent!  
One "Girl in a million" has all—and

**E**  
MARIAN MARSH  
is that girl. Stardom is the answer!  
UNDER EIGHTEEN

**F**  
was made to fit her debut! A role of impatient innocence  
—experimenting today, regretting tomorrow—with  
Warren William Regis Toomey  
Anita Page Norman Foster

**G**  
One "Girl In A Million!"  
One "Star In A Thousand!"

**H**  
Story of the dangerous age!  
Romance of budding beauty—  
Drama of sadder hearts but wiser  
maids!  
with cast and credits



STILL No.:—MARSH No. 237



STILL Nos.:—Large Head—MARSH No. 228  
Small heads—Barrymore No. 60, Powell No. 28  
Barthelmess, No. 55, Robinson No. 21

**P**  
is one "Girl in a Million!"  
Each demanded her for his  
leading lady! No higher  
tribute can be paid—no  
greater endorsement can be  
received by any actress!

**Q**  
Just the picture which al-  
lows her budding beauty  
to burst into full bloom!



STILL No. —72

**V**  
1932's first big hit!

**W**  
Here is the story of Marge Evans—A girl at that danger-  
ous age—not old enough to know better! Here is drama  
of budding life! It will bring a tender sigh for half-  
forgotten joys, and happy tears in remembrance of its  
heartaches!



# Ad Men Who "Roll Their Own"

Paste These  
In Your Ads:-  
No need to letter  
the star's name and  
title any more. Just  
clip the designs  
below and paste  
them in your lay-  
out!

**UNDER EIGHTEEN**  
**UNDER EIGHTEEN**

**UNDER** *Under*

*Under Eighteen*  
**Under Eighteen**

**MARIAN MARSH**

*Marian Marsh*

marian  
**Marsh**

**Marian MARSH**

MARIAN  
**Marsh**

(No cuts available on the above illustrations or any of the layouts on this page)

## AD STILLS

TEN SPECIALLY  
POSED PHOTOS  
THAT WILL CUT  
THE WORK IN  
HALF FOR YOUR  
ADVERTISING  
MAN.  
ASK TO SEE A SET  
AT YOUR LOCAL  
EXCHANGE.

10 Photos — \$1.00



STILL No.: Marsh 230

**I**  
A New Star Is Born  
Her youthful charm! Her  
radiant personality have made  
for her a place in the film  
firmament! Today

**J**  
MARIAN MARSH  
gives the world a chance to  
rejoice in her first stellar  
achievement.

**K**  
UNDER EIGHTEEN  
a story of Marge Evans who  
was not old enough to know  
better!



**X**  
Thursday night at  
STRAND  
You will hear the story of  
Marge Evans who wanted  
the joys of the present  
without the sorrows of a  
past.

**Y**  
Marge Evans could be you,  
your daughter, your sweet-  
heart—ANY girl who is  
old enough to love!  
MARIAN MARSH  
glorious young star will  
bring to the screen a mes-  
sage that will touch every  
person who has a heart!

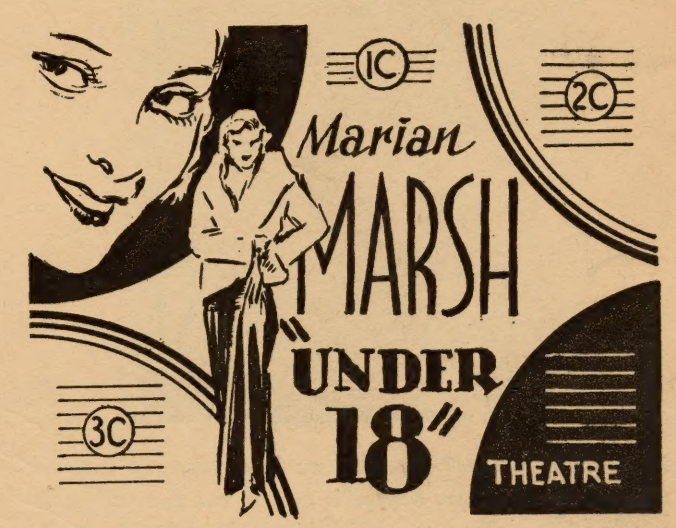
**Z**  
cast and credits

STILL No. —72



STILL No.—Marsh No. 118

**1A**—Budding Beauty Bursts Into Bloom!  
**2A**—Whether you see her in the drawing room or boudoir.  
Whether she is dressed for the ball or swimming pool—  
She has grace—She has beauty—She has a style all her own!  
**3A**—Cast and credits.



STILL Nos.:—Head MARSH No. 218  
Figure MARSH No. 369

**1C**—Merger of youth and beauty.  
**2C**—There is no girl in Hollywood that gets such life  
into lines!  
**3C**—"Girl In A Million—" with a style all her own! Today  
that girl is a star!



# MERCHANDISING ACCESSORIES



**24 SHEET** The background is dark brown. Marsh is lettered in white with a light brown outline. Title yellow with brown shadows. Cast etc., light brown and Trade Mark orange. The figure of Marian Marsh is effectively done with blonde hair, blue eyes, yellow gown trimmed with brown fur. Plaster these great salesmen all over town!

**SIX SHEET** The beauty of Marian Marsh, the popularity of Warren William and an intriguing situation are all included in this six sheet. Excellent for cut-outs.

3-SHEET A



3-SHEET B



1-SHEET A



1-SHEET B



INSERT CARD



WINDOW CARD



DON'T FAIL TO USE THE EXCEPTIONAL 22 x 28's ON THIS PICTURE!

SLIDE



## NOVEL THROWAWAY



In place of the usual herald, we have prepared a novel throwaway which we believe is one of the most effective merchandising aids ever put in an exhibitor's hands. It is large and different from anything you have ever seen. Although it cost us much more than our usual heralds (we could get the desired effect only at a tremendous additional cost) the selling price to you remains the same as our regular heralds.

## Sliding Scale Prices of Advertising Accessories

### 1-SHEETS

1 to 50 ..... 15c each  
51 to 100 ..... 13c each  
Over 100 ..... 11c each

### 3-SHEETS

1 to 25 ..... 40c each  
Over 25 ..... 36c each

### 6-SHEETS

1 to 10 ..... 75c each  
11 to 20 ..... 70c each  
Over 20 ..... 65c each

### 24-SHEETS

Up to 25 ..... \$2.00 each  
Over 25 ..... 1.75 each

### WINDOW CARDS

1 to 50 ..... 7c each  
51 to 100 ..... 6c each  
Over 100 ..... 5½c each

### INSERT CARDS

1 to 25 ..... 25c each  
26 to 50 ..... 22c each  
51 to 100 ..... 20c each  
Over 100 ..... 18c each

### HERALDS

1M to 5M ..... \$3.00 per M  
Over 5M ..... 2.75 per M

### PHOTOS

11 x 14 Photos ..... 75c a set (8 in set—colored)  
22 x 28 Photos ..... 80c a set (2 in set—colored)  
Slides ..... 15c each  
Stills ..... 10c each

These prices apply to U. S. only.



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